Navy Localized Messages
NRD St. Louis

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Global Force for Good Key Messages

The below messages are the overall Global Force for Good key messages that you are referencing when talking to recruits

America's Navy is a global force for good…and good can take many forms:

- Bombs on terrorist hide outs
- Bullets to protect innocent civilians against extremists
- Bottles of water to those in need after an earthquake
- Bachelor's degree (advanced training and education)

We protect and defend freedom around the world, and we also offer great opportunities for a great career.

And, remember…. our CNO's tenets:

Warfighting first, operate forward, be ready

All good things take GREAT people

70-80-90-100 Key Messages

You are also using the 70-80-90-100 messages more frequently in your talking points, in media interviews and when speaking to potential recruits

Sailors serve:

- From the sea…**on the land**
- In ships…**on the water**
- In submarines…**under the water**
- In planes and helicopters…**over the water**

70 – percent of the Earth's surface is covered by water
80 – percent of the world's people live near the ocean
90 – percent of all international trade travels by the sea
100 – America's Navy is always 100% on watch

Our mission is to meet America's threats far away, so those threats cannot harm us here.

Recruiting Key Messages

We have helped you localize the below messages to help you communicate the strength of the Navy across NRD St. Louis

Key Message 1: Forging leaders

- The Navy is more than just a top 50 employer – we forge leaders, allowing regular people to do spectacular things that will shape their future.

Key Message 2: Preparing you for lifelong success

- The Navy not only offers a greater diversity of career choices than any other branch of the services, but it also allows you to achieve educational opportunities before, during or after your Navy career, preparing you for lifelong success

Key Message 3: Making a difference

- The Navy takes you beyond the books to a world of experiences that make a difference to your country and to the world.

Key Message 4: Recruiting a Sailor, Retaining a Family

- The Navy recognizes the demands you face as a Sailor and provides timely and effective family support programs ensuring the welfare of your family - enabling you to serve and excel.

Localized Recruiting Key Messages

Key Message 1: Forging leaders

- The Navy is a far-reaching force and it has strength in Missouri, with nearly 8,000 Sailors, Officers and civilians stationed here, serving their country and doing spectacular things. (*This is an example for the entire state – you would tailor this for each state in your NRD and provide the number of Sailors, Officers and civilians stationed currently so that the public is aware of the Navy presence.*)
- The Navy forges true leaders such as Petty Officer First Class xx who not only serves his country as a Recruiter, recruiting the best and brightest talent for America's Navy, but also contributes his time to his local community, conducting coat drives for the poor. *(This is an example you can tailor per rank, per recruiting rating, per local humanitarian/service project.)*
- The Navy is more than just a top 50 employer – it's a calling – where we forge leaders such as LCDR xx who recruits Medical Officers to go out and use their experience and skills to serve their country – their patients. (*This is an example where you can swap the priority recruiting rating you want to profile – whether it be Medical, Dental, Special Warfare, etc.*)
- We are proud that our Navy reflects the face of America and harnesses true diversity. In NRD St. Louis, we employ xx* Hispanic, African American and Asian Pacific Islander Sailors and Officers. We need more diversity in our officer ranks. Within 10 years, the Navy's ranks will be one-third minority, and reach one half by 2050. (*You could only reference Officers instead of Sailors, or include one minority group over another, if you prefer.*)

*PLEASE CHECK WITH NRD PAO FOR LATEST PERSONNEL NUMBERS

Localized Recruiting Key Messages

Key Message 2: Preparing you for lifelong success

- Defusing bombs, rescuing people in distress. A world of the most impossible missions made possible. More than 8,300 total Navy personnel including more than 2,300 active-duty SEALs, 600 Special Warfare Combatant-craft Crewmen (SWCC), 900 reserve personnel, 3,650 support personnel and more than 880 civilians make up the Naval Special Warfare community. We are always searching for the best and brightest, offering enlistment bonuses for some priority recruiting ratings. (*This is an example focusing on Special Warfare – tailor this message to each priority recruiting rating you want to highlight and give examples of the enlistment rewards you provide.*)
- As a member of the Navy Medical Corps, you may serve in some of the most dynamic environments imaginable while furthering your expertise among 30 specialty areas, and pursuing your true passion for helping others, thus becoming a part of the Navy's mission as a global force for good. We are searching for the best and brightest to be part of something far bigger than the community you serve, and are recruiting from top universities such as the University of Missouri – School of Medicine and Missouri State University among many others. (*This is an example of showing the strength of the Medical Corps and making it relevant to your local NRD – tailor the universities you are recruiting from and add any recruiting bonuses you give to Medical Officers.)*
- America's Navy offers hundreds of career opportunities in dozens of exciting fields. Whether you're seeking a position as a Navy SEAL, Nuke Officer or Dentist, you will find unrivaled training and opportunities with the chance to achieve your education before, during or after your Navy career. *(This is an example of profiling some of the priority recruiting ratings.)*

Localized Recruiting Key Messages

Key Message 3: Making a difference

- Many young men and women join the Navy to assist in humanitarian missions. These missions take place throughout the world. The Navy can deploy a floating hospital with doctors and dentists that can respond to any crisis worldwide. Here in St. Louis, we are interested in recruiting men and women to join us in this mission. *(When tailoring this message, include the specific region or area.)*
- Every day our Navy men and women in uniform across the globe play an important role in keeping peace. And in Topeka this weekend, our Sailors' mission was to help out at the local food bank and deliver meals to families in need. (*This is an example of tying the Global Force for Good message to what Sailors are doing locally – insert different examples that make sense relative to the events going on in your district.)*
- The community of Missouri, along with the rest of the American people have high expectations of the United States Navy, and the Navy consistently exceeds these expectations by providing the necessary tools and training for all Navy personnel to do their job. *(This is an example of localizing this message to make it relevant to the people of Missouri, or the people of Kansas, etc.)*

Localized Recruiting Key Messages

Key Message 4: Recruiting a Sailor, Retaining a Family

- The United States Navy provides a support network of relevant services and links Navy families with these services through a variety of tools such as Fleet and Family Support Centers, social media – including Facebook, Twitter and NAVYForMoms.com and the Command Ombudsman program – a family's direct link to the command. For Navy families in Missouri, please reach out to your local Fleet and Family Support Center or network with fellow Navy moms and wives on NAVYForMoms.com. *(When tailoring this message, include the specific region or area.)*
- Thank you to our Navy families in Kansas. The Navy recognizes the demands you face as a Sailor and is committed to ensuring the welfare of your family. (*When tailoring this message, include the specific region or area.)*

Illinois Data Points

- The United States is increasing U.S. exports in the coming years with aggressive goals, and with 95 percent of the world's consumers outside U.S. borders, increasing exports is an important way to spur the economy and the Navy plays a critical role in achieving these objectives.
- **32** of the Fortune 500 ranked companies are based in cities in Illinois with Archer Daniels Midland, Boeing, Walgreen, Caterpillar, State Farm Insurance Cos., Abbott Laboratories, Sears Holdings,, United Continental Holdings, Deere, Mondelez International, and Allstate ranked in the top 100 (ranked in revenues):
  - Archer Daniels Midland, Boeing, Caterpillar, State Farm Insurance Cos., Abbott Laboratories, Sears Holdings, United Continental Holdings, Deere, Allstate, McDonald's, Exelon, Kraft Foods Group, Illinois Tool Works, Baxter International, Navistar International, R. R. Donnelley & Sons, CDW, Hillshire Brands, Discover Financial Services, W.W. Grainger, Motorola Solutions, Dover, Tenneco, OfficeMax, Ingredion, Anixter International, CF Industries Holdings, Telephone & Data Systems, United Stationers, Old Republic International.
- The Navy has a presence in Illinois with nearly 9,000 Navy personnel employed, including active duty and civilian personnel and NAVSTA Great Lakes. The importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. It's a chain reaction – the Navy makes it possible for goods to be delivered overseas, including Illinois's export shipments of merchandise which in 2012 totaled $68.1 billion.
- A total of 22,855 companies exported goods from Illinois locations in 2011. Of those, 20,649 (90.3 percent) were small and medium-sized enterprises (SMEs), with fewer than 500 employees.

Illinois Data Points

- Illinois received $1,069,279 in federal funding through the Small Business Administration's State Trade Export Promotion (STEP) grant program, designed to support local and state businesses' efforts to overcome obstacles that stand in the way of accessing foreign markets.
  - The Illinois Office of Trade and Investment (OTI) will use STEP funding to lead a total of 19 group foreign market trade missions with an estimated 8 to 10 small businesses participating in each mission.
  - They will provide assistance to over 120 distinct companies (in certain cases companies will participate in more than one group foreign market trade mission to leverage their impact across geographic markets) and approximately $27 million in projected 12-month sales. OTI will also organize 70 individual foreign market trade missions to assist 55 companies and affect approximately $13 million in projected 12-month sales.
- SMEs generated over one-quarter (25.7 percent) of Illinois' total exports of merchandise in 2011.
- Export-supported jobs linked to manufacturing accounted for an estimated 7.2 percent of Illinois' total private-sector employment. Over one-quarter (26.9 percent) of all manufacturing workers in Illinois depended on exports for their jobs (2011 data latest available).
- Top 10 contractors receiving the largest contract awards (fiscal year 2009) (in thousands):
  - International Military and Government - $1,302,370
  - Northrop Grumman Corporation - $804,324
  - Caterpillar Inc. - $274,344
  - Altria Group INC. - $228,705
  - CDW Computer Centers, Inc. - $167,255
  - Cardinal Health, Inc. - $154,222
  - Alion Science and Technology Corp. - $145,632
  - Supplycore Inc. - $119,732
  - General Dynamics Corporation - $103,779
  - IIT Research Institute -$ 102,763

Illinois Data Points

- The state's largest export market was Canada. Illinois posted merchandise exports of $19.4 billion to Canada in 2012, 28.5 percent of the state’s total merchandise exports. Canada was followed by Mexico ($6.4 billion), Australia ($5.4 billion), China ($4.1 billion), and Germany ($2.7 billion).
- The state's largest merchandise export category is machinery, which accounted for $20.2 billion of Illinois's total merchandise exports in 2012. Other top merchandise exports are chemicals ($7.9 billion), transportation equipment ($7.4 billion), computers and electronic products ($6.3 billion), and electrical equipment ($3.3 billion).
- In 2012, the metropolitan area of Chicago-Joliet-Naperville ($40.6 billion, portions of this MSA are shared with one or more other states), Peoria ($17.8 billion), Decatur ($5.9 billion), Rockford ($1.9 billion), Champaign-Urbana ($1.1 billion), Kankakee- Bradley ($450 million), Bloomington-Normal ($315 million), Danville ($310 million) and Springfield ($99 million).

Illinois Data Points

- Top Medical Schools
  - University of Chicago – Prizker (#10, U.S. News Best Medical Schools: Research, #43, U.S. News Best Medical Schools: Primary Care, Chicago, Illinois)
  - Northwestern University – Feinberg* (#18, U.S. News Best Medical Schools: Research, #27, U.S. News Best Medical Schools: Primary Care, Chicago, Illinois)
  - Rush University (#62, U.S. News Best Medical Schools: Research, #77, U.S. News Best Medical Schools: Primary Care, Chicago, Illinois)
  - University of Illinois* (#62, U.S. News Best Medical Schools: Research, #77, U.S. News Best Medical Schools: Primary Care, Chicago, Illinois)
- Top Engineering Schools
  - University of Illinois – Urbana-Champaign (#5, U.S. News Best Engineering Grad Schools)
  - Northwestern University* (#19, U.S. News Best Engineering Grad Schools, Chicago, Illinois)
  - University of Illinois – Chicago* (#64, U.S. News Best Engineering Grad Schools)
  - Illinois Institute of Technology* (#72, U.S. News Best Engineering Grad Schools, Chicago, Illinois)
- Top Chaplain Schools
  - Loyola University*- (Chicago, Illinois)
  - University of Chicago Divinity School – (Chicago, Illinois)
  - Northwestern* - (Chicago, Illinois)
  - Dominican University – (River Forest, Illinois)

*Indicates university with NROTC program

Illinois Data Points

- Three ships have borne the name USS *Illinois*:
  - The first USS *Illinois*, a screw sloop-of-war of 2,354 tons displacement, was laid down in 1864, but was never completed.
  - The second USS *Illinois* (BB-7), the first *Illinois*-class battleship commissioned in 1901, engaged in fleet maneuvers, gunnery and seamanship training, and ceremonial operations until 1907, when she joined the Great White Fleet for the cruise around the world. Excluded from further use as a warship by the terms of the Washington Treaty in 1924, she became a floating armory at New York Navy Yard and was assigned to the New York Naval Reserve. During World War II she served as a U.S. Naval Reserve Midshipmen Training School at New York and after over 50 years of useful service to the Navy and the Nation, she was retired in 1956. In 1941, she was renamed the *Prairie State*.
  - The third USS *Illinois* (BB-65), an *Iowa*-class battleship under construction by Philadelphia Naval Shipyard, was canceled in 1945.

- Illinois is proud to be home to 203 Medal of Honor recipients that span from the Civil War to the Vietnam War:
  - Landsman William P. Johnston received a Medal of Honor for extraordinary heroism in action while serving on board the USS *Fort Hindman* during the engagement near Harrisonburg, Louisiana, 2 March 1864. Badly wounded in the hand during the action, Landsman Johnston, despite his wound, took the place of another man to sponge and lead one of the guns throughout the entire action in which the *Fort Hindman* was scraped severely with shot and shell from the enemy guns.

Illinois Data Points

- Continued…:
  - Lieutenant Edouard Victor Michel Izac (Isaacs) received a Medal of Honor for extraordinary heroism in action as prisoner of war, 21 May 1918. When the USS *President Lincoln* was attacked and sunk by the German submarine U-90, on 21 May 1918, Lieutenant Izac was captured and held as a prisoner on board the U-90 until the return of the submarine to Germany, when he was confined in the prison camp. During his stay on the U-90 he obtained information of the movements of German submarines which was so important that he determined to escape. In attempting to carry out his plan, he jumped through the window of a rapidly moving train at the imminent risk of death, not only from the nature of the act itself but from the fire of the armed German soldiers who were guarding him. Having been recaptured and re-confined, Lieutenant Izac made a second and successful attempt to escape, breaking his way through barbed-wire fences and deliberately drawing the fire of the armed guards in the hope of permitting others to escape during the confusion. He made his way through the mountains of southwestern Germany, having only raw vegetables for food, and at the end, swam the River Rhine during the night in the immediate vicinity of German sentries.
  - Captain John Philip Cromwell received a Medal of Honor for gallantry and intrepidity at the risk of his life above and beyond the call of duty as Commander of a Submarine Coordinated Attack Group with Flag in the USS *Sculpin*, in enemy-controlled waters off Truk Island, 19 November 1943. Undertaking this patrol prior to the launching of our first large-scale offensive in the Pacific, Captain Cromwell, alone, possessed secret intelligence information of our submarine strategy and tactics, scheduled Fleet movements and specific attack plans. Constantly vigilant and precise in carrying out his secret orders, he moved his undersea flotilla forward despite opposition and established a line of submarines to southeastward of the main Japanese stronghold at Truk. He authorized the *Sculpin* to surface and engage the enemy in a gunfight, thereby providing an opportunity for the crew to abandon ship. Determined to sacrifice himself rather than risk capture and subsequent danger of revealing plans under Japanese torture or use of drugs, he stoically remained aboard the mortally wounded vessel as she plunged to her death. Preserving the security of his mission, at the cost of his own life, he had served his country as he had served the Navy, with deep integrity and devotion to duty.

Missouri Data Points

- The United States is increasing U.S. exports in the coming years with aggressive goals, and with 95 percent of the world's consumers outside U.S. borders, increasing exports is an important way to spur the economy. The Navy plays a critical role in achieving these objectives.
- **10** of the Fortune 500 ranked companies are based in cities in Missouri, with Express Scripts ranked in the top 100 (ranked in revenues):
  - Express Scripts, Emerson Electric, Monsanto, Reinsurance Group of America, Centene, Peabody Energy, Ameren, O'Reilly Automotive, Graybar Electric, Jones Financial
- The Navy has a very visible presence in Missouri with nearly 8,000 Navy personnel employed, including active duty and civilian personnel. The importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. It's a chain reaction – Missouri's export shipments of merchandise which in 2012 totaled $13.9 billion.
- Missouri received $1,017,448 in federal funding through the Small Business Administration's State Trade Export Promotion (STEP) grant program, designed to support local and state businesses' efforts to overcome obstacles that stand in the way of accessing foreign markets.
  - The STEP program enables the State of Missouri to augment participation in its Missouri State Trade & Export Promotion = Unlimited Possibilities (MO STEP=UP) program, which has served as a valuable tool to Missouri's trade efforts and outreach through one-stop-shopping for Missouri small businesses wishing to take part.
  - Additionally, the MO STEP-UP BRIC(K) initiative offers funding considerations for markets in Brazil, Russia, India, China, and Korea in an effort to capitalize on small business growth in these areas.
  - In addition to the STEP=UP activities, Missouri will also hold Governor-led trade missions to 9 international locations in Asia and Europe.

Missouri Data Points

- A total of 5,957 companies exported goods from Missouri locations in 2011. Of those, 5,063 (85 percent) were small and medium-sized enterprises (SMEs), with fewer than 500 employees.
- SMEs generated over one-fifth (22 percent) of Missouri's total exports of merchandise in 2011.
- Export-supported jobs linked to manufacturing accounted for an estimated 6 percent of Missouri's total private-sector employment. Over one-fifth (21.5 percent) of all manufacturing workers in Missouri depended on exports for their jobs (2011 data latest available).
- Top 10 contractors receiving the largest contract awards (fiscal year 2009) (in thousands):
  - Enersys Holdings Inc. - $35,053
  - The Boeing Company - $7,445,311
  - Alliant Techsystems Inc. - $901,354
  - Engineered Support Systems Inc. - $252,968
  - World Wide Technology Holding - $156,728
  - Graybar Electric Company, Inc. - $120,264
  - Express Scripts, Inc. - $107,814
  - Nestle S.A. - $57,522
  - State of Missouri - $46,620
  - L B & B Associates, Inc. - $39,874

Missouri Data Points

- The state's largest export market was Canada. Missouri posted merchandise exports of $4.2 billion to Canada in 2012, 29.8 percent of the state’s total merchandise exports. Canada was followed by Mexico ($1.8 billion), China ($1.1 billion), Korea ($709 million), and Japan ($651 million).
- The state's largest merchandise export category was transportation equipment, which accounted for $3.2 billion of Missouri's total merchandise exports in 2012. Other top merchandise exports were chemicals ($2.2 billion), food & kindred products ($1.6 billion), machinery ($1.5 billion), and minerals & ores ($850 million).
- In 2012, the following metropolitan areas in Missouri recorded merchandise exports: St. Louis ($14.6 billion, portions of this MSA are shared with one or more other states), Kansas City ($7.9 billion, portions of this MSA are shared with one or more other states), St. Joseph ($827 million, portions of this MSA are shared with one or more other states), Springfield ($402 million), Columbia ($297 million), Joplin ($247 million), Jefferson City ($207 million) and Cape Girardeau-Jackson ($135 million, portions of this MSA are shared with one or more other states).

Missouri Data Points

- Top Medical Schools
  - Washington University in St. Louis (#6, U.S. News Best Medical Schools: Research, #40, U.S. News Best Medical Schools: Primary Care)
  - St. Louis University (#69, U.S. News Best Medical Schools: Research, #63, U.S. News Best Medical Schools: Primary Care)
  - University of Missouri (#74, U.S. News Best Medical Schools: Research, #43, U.S. News Best Medical Schools: Primary Care, Columbia, Missouri)
  - A.T. Still University of Health Sciences - (Kirksville, Missouri)
  - Kansas City University of Medicine and Biosciences - (Kansas City, Missouri)
  - University of Missouri – Kansas City
- Top Engineering Schools
  - Washington University - St. Louis (#49, U.S. News Best Engineering Grad Schools)
  - University of Missouri* (#80, U.S. News Best Engineering Grad Schools, Columbia, University)
  - Missouri University of Science & Technology (#82, U.S. News Best Engineering Grad Schools, Rolla, Missouri)
  - St. Louis University - (St. Louis, Missouri)
  - University of Missouri – Kansas City
- Top Chaplain Schools
  - St. Louis University - (St. Louis, Missouri)
  - Midwestern Baptist Theological Seminary - (Kansas City, Missouri)
  - Central Bible College - (Springfield, Missouri)
  - Calvary Bible College and Theological Seminary - (Kansas City, Missouri)

*Indicates university with NROTC program

Missouri Data Points

- Four ships have borne the name USS *Missouri*:
  - The first *Missouri*, a 10 gun side wheel frigate, one of the first steam warships in the Navy, was begun at New York Navy Yard in 1840, and was launched 7 January 1841. The ship was commissioned very early in 1842, with Capt. John Newton in command. Departing New York at the end of March 1842, the warship made numerous trial runs over the year demonstrating the then-new steam propulsion technology in the Washington, D.C., area and operated in the Gulf of Mexico. On, 6 August 1843, *Missouri* embarked the Honorable Caleb Cushing, U.S. Minister to China, bound for Alexandria, Egypt, on the first leg of his journey to negotiate the first commercial treaty with China. The same day, the ship was visited by President John Tyler who came on board for a few hours' cruise in Hampton Roads, observing the crew working the ship and the powerful twin paddlewheels in action. After the visit, the frigate steamed from Norfolk for Gibraltar on the first power crossing of the Atlantic by an American steam warship. *Missouri* arrived at Gibraltar 25 August and anchored in the shadow of the historic fortress. On the night of the 26th, the engineer's yeoman accidently broke a demijohn of turpentine in the storeroom which soon ignited. The flames spread so rapidly that the warship was abandoned, the crew barely escaping with their lives. Minister Cushing was able to rescue his official letter to the Emperor of China, allowing him to later carry out his mission. In four hours, the splendid steam frigate was reduced to a blackened and sinking hulk and finally at 0320 in the morning of the 27th, the forward powder magazine blew up, destroying the still burning skeleton of the ship. British ship of the line *Malabar* assisted *Missouri* in fighting the fire and took aboard some 200 of her men. The Governor of Gibraltar threw open the gates of that base to *Missouri* survivors in an unprecedented act of courtesy which was recognized by a resolution of appreciation from Congress. The remnants of the once proud frigate, a hazard to navigation, were painstakingly removed by divers, piece by piece, from the shallow waters of the harbor.

Missouri Data Points

- Continued…:
  - The second USS *Missouri* (BB-11), a 13,500 ton *Maine*-class battleship, was laid down on 7 February 1900 by the Newport News Shipbuilding & Drydock Company of Newport News, Virginia. She was launched on 28 December 1901 and commissioned on 1 December 1903, where she initially served off the U.S. coast. On 13 April 1904, an accident in *Missouri's* twelve-inch gun turret took the lives of 36 of her crew. Three others were awarded Medals of Honor for heroism during this tragedy. Following repairs, the battleship operated in the Mediterranean Sea, off the U.S. east coast and in the Caribbean. In December 1907 to February 1909, she participated in the cruise around the World of the "Great White Fleet". Upon her return from that long voyage, *Missouri* was modernized. Her operations after 1909 were generally in the western Atlantic and Caribbean, but she made a training cruise to Europe in 1914 and steamed through the Panama Canal to the Pacific in 1915. During World War I, *Missouri* served as a training ship in the Chesapeake Bay area. Her final duties, in 1919, included four voyages to Europe to bring U.S. servicemen home. USS *Missouri* was decommissioned in September 1919 and sold for scrapping in January 1922.
  - The third USS *Missouri* (BB-63), a 45,000 ton *Iowa*-class battleship built by the New York Navy Yard, was commissioned on 11 June 1944. Arriving in the war zone in January 1945, *Missouri* supported the Iwo Jima invasion, the Ryukyus campaign and raids on Japan's home islands during the following months. In May, she became Third Fleet flagship and was the site of the 2 September 1945 Japanese surrender ceremony that ended World War II. Following the end of hostilities, *Missouri* returned to the United States until March 1946 when she went to the Mediterranean on a diplomatic mission. Through the rest of the 1940s and into 1950, the battleship operated extensively in the Atlantic area. *Missouri* was the only U.S. battleship on active duty in June 1950, when the Korean War began, and made two combat deployments to the Western Pacific. Following that action, and several training cruises to Europe, she decommissioned in February 1955. For the next three decades, she was in reserve at Bremerton, Washington, and became an important tourist attraction. All four *Iowa*-class battleships were reactivated in the 1980s, with *Missouri* recommissioning in May 1986. For the next six years she conducted a cruise around the World and a combat role in the 1991 Persian

Missouri Data Points

- Continued…:
  - The fourth USS *Missouri* (SSN-780) is the seventh *Virginia*-class attack submarine and the fourth ship in the United States Navy named in honor of the U.S. state of Missouri. It was completed, and delivered, nine months early under budget. The contract to build *Missouri* was awarded to the Electric Boat Division of General Dynamics Corporation in Groton, Connecticut on 14 August 2003. Its keel was laid down on 27 September 2008. The submarine was put in the water on 20 November 2009, and christened on 5 December 2009. *Missouri's* sponsor is Becky Gates, wife of Secretary of Defense Robert Gates. *Missouri* was commissioned on 31 July 2010. Her first assignment is with Submarine Squadron 4 (SUBRON 4) based at US Naval Submarine Base New London, Groton, CT.

Missouri Data Points

- Missouri is proud to be home to 77 Medal of Honor recipients that span from the Civil War to the Vietnam War:
  - Lieutenant Commander [then Ensign] Robert Webster Cary received a Medal of Honor for extraordinary heroism in the line of his profession on the occasion of an explosion on board the USS *San Diego*, 21 January 1915. Lieutenant Commander Cary, U.S. Navy, an observer on duty in the firerooms of the USS *San Diego*, commenced to take the half-hourly readings of the steam pressure at every boiler. He had read the steam and air pressure on No. 2 boiler and was just stepping through the electric watertight door into No. 1 fireroom when the boilers in No. 2 fireroom exploded. Ensign Cary stopped and held open the doors which were being closed electrically from the bridge, and yelled to the men in No. 2 fireroom to escape through these doors, which three of them did. Ensign Cary's action undoubtedly saved the lives of these men. He held the doors probably a minute with the escaping steam from the ruptured boilers around him. Ensign Cary directed the men in the fireroom into the bunker, for they well knew the danger of the boilers exploding. During the entire time Ensign Cary was cool and collected and showed an abundance of nerve under the most trying circumstances. His action on this occasion was above and beyond the call of duty.
  - Captain Samuel Glenn Fuqua received a Medal of Honor for distinguished conduct in action, outstanding heroism, and utter disregard of his own safety above and beyond the call of duty during the attack on the Fleet in Pearl Harbor, Territory of Hawaii, by Japanese forces on 7 December 1941. Upon the commencement of the attack, Lieutenant Commander Fuqua rushed to the quarterdeck of the USS *Arizona* (BB-39) where he was stunned and knocked down by the explosion of a large bomb which hit the quarterdeck, penetrated several decks, and started a severe fire. Upon regaining consciousness, he began to direct the fighting of the fire and the rescue of wounded and injured personnel. Almost immediately there was an explosion, which made the ship appear to rise out of the water, shudder, and settle down by the bow rapidly. Despite these conditions, Lieutenant Commander Fuqua continued to direct the fighting of fires while the wounded and burned could be taken from the ship. He supervised the rescue of these men in such an amazingly calm and cool manner and with such excellent judgment that it inspired everyone who saw him and undoubtedly resulted in the saving of many lives. After realizing the ship could not be saved and that he was the senior surviving officer aboard, he directed it to be

Missouri Data Points

- Continued…:
  - Hospital Corpsman Second Class Donald Everett Ballard received a Medal of Honor for conspicuous gallantry and intrepidity at the risk of his life and beyond the call of duty while serving as a Hospital Corpsman Second Class. with Company M, Third Battalion, Fourth Marines, THIRD Marine Division (Reinforced), Fleet Marine Force, in connection with operations against enemy aggressor forces on 16 May 1968. During the afternoon hours, Company M was moving to join the remainder of the Third Battalion in Quang Tri Province, Republic of Vietnam. After treating and evacuating two heat casualties, Hospital Corpsman Second Class Ballard was returning to his platoon from the evacuation landing zone when the company was ambushed by a North Vietnamese Army unit employing automatic weapons and mortars, and sustained numerous casualties. Observing a wounded Marine, Hospital Corpsman Second Class Ballard unhesitatingly moved across the fire swept terrain to the injured man and swiftly rendered medical assistance to his comrade. Hospital Corpsman Second Class Ballard then directed four Marines to carry the casualty to a position of relative safety. As the four men prepared to move the wounded Marine, an enemy soldier suddenly left his concealed position and, after hurling a hand grenade which landed near the casualty, commenced firing upon the small group of men. Instantly shouting a warning to the Marines, Hospital Corpsman Second Class Ballard fearlessly threw himself upon the lethal explosive device to protect his comrades from the deadly blast. When the grenade failed to detonate, he calmly arose from his dangerous position and resolutely continued his determined efforts in treating other Marine casualties. Hospital Corpsman Second Class Ballard's heroic actions and selfless concern for the welfare of his companions served to inspire all who observed him and prevented possible injury or death to his fellow Marines.

Kansas Data Points

- The United States is increasing U.S. exports in the coming years with aggressive goals, and with 95 percent of the world's consumers outside U.S. borders, increasing exports is an important way to spur the economy. The Navy plays a critical role in achieving these objectives.
- **Three** of the Fortune 500 ranked companies are based in cities in Kansas with Sprint Nextel ranked in the top 100 (ranked in revenues):
  - Sprint Nextel, Seaboard, YRC Worldwide
- The Navy has a visibly low presence in Kansas with almost 500 Navy personnel employed, including active duty and civilian personnel. However, the importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. It's a chain reaction – the Navy makes it possible for goods to be delivered overseas, including Kansas's export shipments of merchandise which in 2012 totaled $11.7 billion.
- Kansas received $154,371 in federal funding through the Small Business Administration's State Trade Export Promotion (STEP) grant program, designed to support local and state businesses' efforts to overcome obstacles that stand in the way of accessing foreign markets.
  - The State of Kansas will use STEP funding for New-to-Export Live and Broadcast Training through a live web broadcast training event focused on increasing the visibility and viability of exporting.
  - Consultant and client training will be a priority. Kansas will promote ExporTech, an effective program that will provide measureable sales impact, attract new companies, build long-term relationships and enhance partnership-building among state organizations.
  - The Kansas Department of Agriculture will lead four trade missions and host one trade show pavilion for Year Two of STEP with expected outcome of $300,000. Kansas' Market Access Program (MAP) will allow Kansas farmers, ranchers and agribusinesses to solidify their international relationships and marketing plans as they leverage private and public funding to increase Kansas agricultural exports (expected outcome of $500,000).

Kansas Data Points

- A total of 3,456 companies exported goods from Kansas locations in 2011. Of those, 2,897 (83.8 percent) were small and medium-sized enterprises (SMEs), with fewer than 500 employees.
- SMEs generated one-quarter (24.7 percent) of Kansas' total exports of merchandise in 2011.
- Export-supported jobs linked to manufacturing accounted for an estimated 8.3 percent of Kansas’ total private-sector employment. One-quarter (24.8 percent) of all manufacturing workers in Kansas depended on exports for their jobs (2011 data latest available).
- Top 10 contractors receiving the largest contract awards (fiscal year 2009) (in thousands):
  - Raytheon Company - $968,260
  - The Boeing Company - $570,252
  - Northrop Grumman Corporation - $84,580
  - The Clement Group, LLC - $55,400
  - General Electric Company - $46,839
  - MMC Corp. - $44,368
  - Aeroflex Inc. - $44,138
  - American Ordnance LLC - $43,949
  - J E Dunn Construction Group - $37,343
  - Treviicos South, Inc. - $35,995

Kansas Data Points

- The state's largest export market was Canada. Kansas posted merchandise exports of $2.7 billion to Canada in 2012, 23.5 percent of the state’s total merchandise exports. Canada was followed by Mexico ($1.5 billion), China ($1.1 billion), Japan ($742 million), and Nigeria ($566 million).
- The state's largest merchandise export category was transportation equipment, which accounted for $2.4 billion of Kansas's total merchandise exports in 2012. Other top merchandise exports were food & kindred products ($2.1 billion), agricultural products ($1.7 billion), machinery ($1.4 billion), and chemicals ($1.1 billion).
- In 2012, the following metropolitan areas in Kansas recorded merchandise exports: Wichita ($4.3 billion), Topeka ($265 million), Lawrence ($66 million) and Manhattan ($33 million).

Kansas Data Points

- Top Medical Schools
  - University of Kansas Medical Center* (#72 U.S. News Best Medical Schools: Research, #35, U.S. News Best Medical Schools: Primary Care, Kansas City, Kansas)
- Top Engineering Schools
  - Kansas State University (#93, U.S. News Best Engineering Grad Schools, Olathe, Kansas)
  - University of Kansas* (#101, U.S. News Best Engineering Grad Schools, Kansas City, Kansas)
  - Wichita State University (#102, U.S. News Best Engineering Grad Schools, Wichita, Kansas)
- Top Chaplain Schools
  - Newman University - (Wichita, Kansas)
  - Tabor College - (Hillsboro, Kansas)
  - Hesston College - (Hesston, Kansas)
  - Friends University - (Wichita, Kansas)
  - University of Saint Mary - (Leavenworth, Kansas)

*Indicates university with NROTC program

Kansas Data Points

- Two ships have borne the name USS *Kansas*:
  - The first USS *Kansas*, first of a class of 836-ton screw steam gunboats, was built at the Philadelphia Navy Yard, Pennsylvania. Commissioned in December 1863, she was assigned to the North Atlantic Blockading Squadron for operations in North Carolina and Virginia waters. While off New Inlet, North Carolina, on 6 May 1864, *Kansas* saw combat against the Confederate ironclad ram *Raleigh*. Later in the month, she captured the blockade running steamer *Tristam Shandy*, and in October and December 1864, participated in capturing the blockade runner *Annie* and destroying the *Stormy Petrel*. *Kansas* took part in the attempt to capture Fort Fisher in late December and the successful effort the next month. In February 1865, *Kansas* was sent to James River, Virginia, where she remained until April. Decommissioned at Philadelphia in May, she returned to active service in July to join the South Atlantic Squadron. Again decommissioned in September 1869 and recommissioned in September 1870, *Kansas* served mainly in the Caribbean and Gulf of Mexico during the next five years, including surveying duty along the coast of Central America. She decommissioned for the last time in August 1875. After eight years laid up "in ordinary", USS *Kansas* was sold in September 1883.

Kansas Data Points

- Continued…:
  - The second USS *Kansas* (BB-21) was a 16,000 ton *Connecticut*-class battleship launched by New York Shipbuilding Corp., Camden, N.J., 12 August 1905. She was commissioned in Philadelphia Navy Yard 18 April 1907, with Captain Charles B. Vreeland in command. After a shakedown cruise off the east coast, she joined the Atlantic Fleet's battleships in Hampton Roads, Virginia, in time to take part in the “Great White Fleet” cruise around the World that began in December 1907. For the next fifteen months, *Kansa*s and her sister battleships cruised around South America to the U.S. west coast, then steamed across the Pacific to visit Hawaii, New Zealand, Australia, the Philippines and Japan. Continuing by way of the Indian Ocean, they called on Ceylon, transited the Suez Canal, passed through the Mediterranean and crossed the Atlantic to return to Hampton Roads in late February 1909. At the end of this epic voyage, *Kansas* began an overhaul that greatly changed her appearance. She emerged with two new "cage" masts and grey paint in place of the previous "white and buff.” During the next eight years, she mainly operated with the battle fleet in U.S. and Caribbean waters, but also made three trans-Atlantic cruises. In late 1911, *Kansas* called on ports in France and England. The next spring, she went to the Baltic and in 1913 visited Italy. In a diplomatic mission in July 1914, the battleship transported the body of the late Venezuelan Minister back to his country for burial. After the United States entered World War I in April 1917, *Kansas* served in training and escort roles until the conflict's end in November 1918. Next assigned work as a troop transport, she made five round-trips to France from then until mid-1919, helping to bring home veterans of the "Great War.” In June 1920, *Kansas* passed through the Panama Canal to the Pacific, taking Naval Academy midshipmen on a training cruise that reached as far west as Hawaii. Returning to the Pacific in October 1920, she steamed to Samoa and Hawaii. She made a final voyage to Europe on a midshipmen's training cruise in mid-1921. *Kansas* was inactive after the conclusion of that trip. Decommissioned in December 1921, she was stricken from the Navy list in 1923 and was sold for scrap in 1924 in accordance with the Washington Treaty limiting naval armament.

Kansas Data Points

- Kansas is proud to be home to 28 Medal of Honor recipients that span from the Civil War to the Vietnam War:
  - Ensign Paul Frederick Foster received a Medal of Honor for distinguished conduct in battle attached to the USS *Utah* during the engagements of Vera Cruz, Mexico, 21 and 22 April 1914. In both days' fighting at the head of his company, Ensign Foster was eminent and conspicuous in his conduct, leading his men with skill and courage.
  - Pharmacist's Mate First Class John Henry Balch received a Medal of Honor for gallantry and intrepidity at the risk of his life above and beyond the call of duty, with the 6th Regiment, U.S. Marines, in action at Vierzy, on 19 July 1918. Balch fearlessly exposed himself to machinegun and high-explosive fire to help the wounded as they fell in the attack, leaving his dressing station voluntarily and keeping up the work all day and late into the night for 16 hours.
  - Machinist Donald Kirby Ross received a Medal of Honor for distinguished conduct in the line of his profession during the attack on the Fleet in Pearl Harbor by Japanese forces on 7 December 1941. When his station in the forward dynamo room of the USS Nevada became almost untenable due to smoke, steam and heat, Machinist Ross forced his men to leave that station and performed all the duties himself until blinded and unconscious. Upon being rescued and resuscitated, he returned and secured the forward dynamo room and proceeded to the after dynamo room where he was later again rendered unconscious by exhaustion. After recovering consciousness, he returned to his station where he remained until directed to abandon it. ***Donald Ross and his wife Helen Ross became well-recognized historians on the Medal of Honor, authoring several books to preserve the history of the recipients of the award. At Ross' request, following his death in 1992, Ross was cremated and his ashes were scattered over the Pacific Ocean at the location where the USS Nevada had later been sunk when it was too badly damaged to continue active service.*

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